

Mr. Steven Johnston
1470 Pilbourne Crest.
Vancouver BC V3L 1G4

Introducing Phonak Audéo™ B-Direct.

Hearing aids that easily connect to any
cell phone* and your TV.



Dear CLIENT NAME,

I hope this letter finds you well. If you've been thinking it might be time to change your hearing aids the following information may help with your important decision.

Two of the most common reasons clients come to see me are difficulty hearing telephone conversations or hearing the television. In many cases it's both.

If you feel your current hearing aids are not helping as much as they should in these two situations I'd like to invite you to come by the clinic because I have some very exciting news to share with you. There's a new, groundbreaking hearing aid that's just been introduced, called Audéo™ B-Direct, which allows you to easily connect to any cell phone* and television. I think they would make a great upgrade from your current devices.

They're from the Swiss company, Phonak, the world's leading provider of hearing solutions. Here's why these new hearing aids are so exciting:



Enjoy the freedom of being able to easily connect with any Bluetooth® phone*, *regardless of the brand.*



Answer calls with a touch of your hearing aids and use them as a wireless headset to talk hands-free.



Use your hearing aids as TV wireless headphones and experience clear, quality, stereo sound on your TV.

I'd love to set up an appointment with you to show you these new hearing aids and demonstrate how easily they work.

Call the clinic today at XXX-XXX-XXXX and we'll happily schedule you in.

We look forward to seeing you soon!

Sincerely,

Signature
Audiologist Name
Credentials

You're invited! Get a FREE demonstration and 30-day trial.

Take the all new Phonak Audéo™ B-Direct home and try it for yourself. During your appointment, you'll receive:

- **Free** Hearing Screening
- **Free** demonstration of the new Phonak Audéo™ B-Direct
- **Free** 30-day trial evaluation
- Experience **cutting-edge** hearing technology for yourself

 **TRUSTED PROVIDER**
PHONAK HEARING SOLUTIONS

ACME
Audiology

Practice Name
Street Address
City, State
Website